

March 18, 2014

MEMORANDUM

TO: ABC's Valued Customers

FROM: Patsy Holeman, Director

SUBJECT: Price Book Number 53

This price book, which includes 54 new items, is effective for all orders received by ABC beginning May 01, 2014. Included also, for your reference, is a listing of items which have been delisted recently.

Please review carefully the ordering instructions found on pages 1-17. The effective date of all price books varies by the order method employed. Please use the internet for placing orders and viewing account information. The internet usage rate is now close to 90%. If you do not have a PIN and would like to begin using the internet order system, please contact us at (601)856-1310, (601)856-1313, (601)856-1313 Please make sure you have your Sales Tax ID and Permit ID numbers available when you call.

I will retire on April 30, 2014. As of the writing of this letter, I do not know my replacement. My time at ABC has been extremely rewarding. Working with each of you has been my pleasure.

ABC will close in observance of the following holidays:

Monday, May 26, 2014 Memorial Day

Friday, July 04, 2014 Independence Day

Please plan your orders with these dates in mind and order early to ensure that you have an adequate supply of product on hand to meet your customers' needs. <u>Orders placed on Thursday, May 22, 2014, before 11:00 A.M. will be delivered on Friday, May 23. If you place an order after 11:00 A.M. on Thursday, May 22, you will not receive the order until Wednesday, May 28.</u>

JULY 4: Orders placed on Thursday, July 3, before 11:00 A.M. will be delivered Monday, July 7. DO NOT ORDER WINE ON THURSDAY, JULY 3, AS THE PRODUCT WILL STAY ON A TRUCK FOR THREE (3) DAYS. If you place an order after the cut on Thursday, July 3, and before the cut on July 7, your order will be delivered on Tuesday, July 8.

PLEASE NOTE: THE SHIPPING COMPANIES WILL NOT WORK ON JULY 4, SO YOU WILL NOT GET A DELIVERY ON FRIDAY, JULY 4. YOUR LAST DELIVERY BEFORE JULY 4 AND THE WEEKEND WILL BE ON THURSDAY, JULY 3.

Concerning next day delivery, the 11:00 A.M. deadline for orders is applicable unless ABC receives, prior to 11:00 A.M., more orders than can be processed for the following day. PLEASE ORDER EARLY.

If you have questions or concerns, please do not hesitate to call ABC.